

Message Text

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TO AMEMBASSY SOFIA PRIORITY

AMEMBASSY VIENNA PRIORITY

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TAGS: BEXP, BU

SUBJECT: PLOVDIV 74 PLANS PACKAGE

REF: (A) SOFIA 1014 (B) VIENNA 5104

VIENNA FOR EWTC

1. FOLLOWING IS TEXT SECRETARY DENT'S MESSAGE FOR COMMERCE
BROCHURE.

START MESSAGE:

I AM PARTICULARLY PLEASED TO WELCOME YOU TO THE
UNITED STATES PAVILION AT THIS YEAR'S PLOVDIV INTERNATIONAL
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FAIR AND INVITE YOU TO VISIT THE COMMERCIAL SECTION OF THE

EXHIBIT.

THIS IS THE FIRST AMERICAN COMMERCIAL SHOWING OF ITS
KIND AT PLOVDIV. THE AMERICAN FIRMS THAT HAVE BUSINESS
BOOTHS HERE HAVE BROUGHT TO BULGARIA THE LATEST IN AMERICAN
FARM MACHINERY AND AGRICULTURAL TECHNOLOGY. THEY ARE PIONEERS
IN THIS MARKET IN THE REAL SENSE. THEY HAVE COME NOT ONLY
TO EXHIBIT AND SELL THEIR GOODS, BUT ALSO TO ENTER INTO LI-
CENSING AND COOPERATION AGREEMENTS.

IN THESE DAYS OF INCREASING WORLD POPULATION,
THE EQUIPMENT AND PROCESSES NEEDED FOR FOOD PRODUCTION
ASSUME AN IMPORTANCE TRANSCENDING NATIONAL INTERESTS. I URGE
YOU TO EXAMINE THE PRODUCTS AND TECHNOLOGY BEING
EXHIBITED IN THE HOPE THAT YOUR ACCEPTANCE OF THEM WILL
LEAD TO LONG-LASTING TRADE AND MUTUAL BENEFIT.

SIGNED: FREDERICK B. DENT
SECRETARY OF COMMERCE

END MESSAGE

2. FOLLOWING IS FOR COMMERCE BROCHURE TRANSLATION AND PRINTING.

CARNATION COMPANY, GENETICS DIVISION
P.O.BOX 938
HUGHSON, CALIFORNIA 95326 U.S.A.
TELEX: 359441

SHOWING: VISUAL DISPLAY OF SCIENTIFIC MILK-COW BREEDING
BY ARTIFICIAL INSEMINATION AND DESCRIPTIVE
BROCHURES ON GENETIC IMPROVEMENT OF CATTLE.

REPRESENTED BY: RONALD F. EUSTICE
ASSISTANT DIRECTOR, MARKETING

EUROPEAN REPRESENTATION: DISTRIBUTORS ONLY.
CONTACT HEADQUARTERS ABOVE FOR ALL
BUSINESS.

GENERAL INFORMATION:
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THE CARNATION COMPANY/GENETICS DIVISION IS A WORLD LEADER
IN THE GENETIC IMPROVEMENT OF CATTLE THROUGH THE USE
OF ARTIFICIAL INSEMINATION.

OUTSTANDING PROGENY TESTED SIRES OF ALL MAJOR DAIRY AND BEEF
BREEDS ARE REGULARLY AVAILABLE THROUGH FROZEN SEMEN. AT
PRESENT, SEMEN FROM BULLS AT CARNATION/GENETICS IS BEING

USED IN CATTLE HERDS IN 46 COUNTRIES.

THE CARNATION COMPANY WAS A PIONEER IN THE FIELD OF CATTLE IMPROVEMENT IN THE UNITED STATES. AS EARLY AS 1910, CARNATION WAS INTENSELY INVOLVED IN THE IMPROVEMENT OF DAIRY CATTLE. DURING THE PAST HALF CENTURY, A SIGNIFICANT NUMBER OF THE HIGH MILK RECORD COWS IN THE UNITED STATES AND THE WORLD HAVE BEEN AT LEAST PARTIALLY OF CARNATION BREEDING.

IN LATER YEARS A HIGH QUALITY BEEF CATTLE HERD WAS ESTABLISHED AND EFFORTS WERE MADE TO INCREASE THE EFFICIENCY OF U.S. BEEF CATTLE.

TODAY THROUGH THE GENETICS DIVISION OF CARNATION, CATTLEMEN THE WORLD OVER ARE ABLE TO UTILIZE THE EXPERTISE AND SUPERIOR BLOODLINES THAT CARNATION HAS DEVELOPED OVER THE YEARS. A RECENT MERGER WITH GENETICS INC. HAS STRENGTHENED THE PROGRAM BOTH NATIONALLY AND INTERNATIONALLY AND BROUGHT TO THE PROGRAM ADDITIONAL PEOPLE, BULLS, AND KNOWHOW. CARNATION/GENETICS IS TOTALLY COMMITTED TO CATTLE IMPROVEMENT AS A MEANS OF INCREASING THE SUPPLY OF MILK AND MEAT TO PEOPLE THROUGHOUT THE WORLD. IT IS INTERESTED IN FINDING DISTRIBUTORS AS WELL AS DIRECT SALES.
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